

**Idaho Travel Council
Conference Call/Webcast Meeting
March 15, 2010**

**Host Location:
Idaho Department of Commerce
Executive Conference Room, 2nd Floor
700 W. State Street
Boise, ID**

AGENDA

Monday, March 15, 2010

1:30 p.m.	Call Meeting to Order Welcome & Introductions	Tadd Jenkins, Chair
	Explanation & Instructions for WebCast	Brian Dickens, Commerce
1:45 p.m.	Director's Update	Don Dietrich
1:50 p.m.	Budget Review	Karen Ballard
2:00 p.m.	ICORT Update & Council Choice Awards	Karen Ballard, Diane Norton
2:15 p.m.	Drake/Cooper Update <ul style="list-style-type: none">• Agency Update on Ad Sales for FSI, GIG banner ad samples, Media pushes, Delta opportunity)• Travel Guide• GIG Update• Preliminary FY11 Plan• Footage Discussion• Spring Program• Q&A & Discussion	
3:15 p.m.	Element 242 Presentation	Ron Gardner
3:30 p.m.	Wrap-up Discussion & Other Business <ul style="list-style-type: none">• Film Grant Proposal• ITC Grant Program Endorsements• Scenic Byway Discussion	Karen Ballard
3:45 p.m.	Adjourn	